

# The Small Farm Home Movement

*---Its part in the national recovery program, and how it works in San Fernando Valley.*



San Fernando Valley Municipal Building  
at Van Nuys

"Hitherto, we have spoken of two types of living—urban and rural. I believe we can look forward to three rather than two types in the future, for there is a definite place for an intermediate type between the urban and rural, namely a rural industrial group"  
—President Franklin D. Roosevelt.

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# Balancing the Budget on the Small Farm

It was the Jeffersonian theory that the blessings of liberty would come to America through the growth and prosperity of the rural population. Upon the shoulders of the farmers—secure, stable and independent upon their land—rested the future of America, in Jefferson's opinion.

Today, as then, the people of the nation are seeking security, independence and a "steady ship of state."

President Roosevelt gives recognition to the Jeffersonian theories, in the present reconstruction program, and, in the scheme of things, he is making definite provision "for intermediate type of population between the urban and rural, namely, a rural-industrial group."

Members of this "rural industrial group," or semi-rural class, are, for the most part, men and women who are employed part or full time, or who have regular incomes, and who wish to stretch their resources to provide the highest possible standard of living.

Families are turning to the small farm home in this period of stress and reduced income, in an effort to create better living conditions, knowing that the semi-rural environment has all of the advantages of the city, with none of the limitations of urban surroundings.

Owners of small farm homes, as a class, have withstood the depression years better than any other group of people, because they were able to look to their land for a part of their food supply.

Too often the small farm has been used by unscrupulous promoters to bilk and exploit those who would give up their city dwellings for a suburban life. Glowing promises of "ease and independence on one acre" have brought disaster to many who purchased a small farm home with an improper analysis of its advantages and limitations.

And so it is, after years of study, that the Los Angeles Chamber of Commerce has this to say on the subject: "The small farm home in Los Angeles County is not offered as a sustaining unit; it is a home for those who wish to make their income more elastic through spare time production for the family table. The objective, therefore, is to SAVE rather than to EARN."



## Typical Small Farm Scenes in San Fernando Valley



## Small Farm Security in San Fernando Valley

President Roosevelt's administration "will put into effect a back-to-the-land movement that will work." He does not propose a wholesale return to the land, of commercial farmers, to compete with those already in the field, thus only adding to over-production.

The administration's recovery program contemplates the development of "subsistence farmers," who will cultivate small acreage, keep chickens, a goat and other stock, **FOR THE MAINTENANCE OF THEIR IMMEDIATE FAMILIES**, and supplementing the products of the land by part time or full time work, or by incomes which they have, but which are not sufficient to sustain them in urban life.

Los Angeles is probably the only city in the nation which has within its corporate limits, land available for the small farm movement proposed by President Roosevelt. San Fernando Valley is destined to play a highly important role in the "part-time" farm plan being sponsored in Washington, D. C.

San Fernando Valley has an advantage, in the fact that the part time farm movement has been advocated here for a number of years, and hundreds of families, established on small farms in more prosperous times, have weathered the storm of depression and unemployment.

San Fernando Valley offers proof of the workability of President Roosevelt's "part-time" farm plan, as an important feature of the national recovery program.

Many members of the "rural-industrial group" or "part time farmers" under the Roosevelt plan, must look to industry for part of their sustenance. The administration's reconstruction program calls for the decentralization of industry—for the moving of industry into villages and towns—so that the small farm owner will not have to travel many miles to the city to get the work he needs to supplement the products of his land, and to provide him with a well-rounded standard of living.

Here, again, San Fernando Valley fits into the national recovery program. Industrial land is available on steam and electric railways, on paved highways, and adjacent to airports. Unlimited cheap power and adequate sewer facilities are available.

Many "part time" farmers in the Valley, still dependent upon jobs in metropolitan Los Angeles, have solved the transportation problem by "clubbing" together and sharing the expense of one automobile.



# A Cheap and Reliable Water and Power Supply

San Fernando Valley was the original source of water supply for the City of Los Angeles. The great subterranean reservoir underlying the Valley is still a vital reserve supply for the metropolitan area of Los Angeles.

The prosperity of San Fernando Valley has been interwoven with the development of a dependable and adequate water system. The real growth of the Valley dates from the time the Los Angeles aqueduct tapped the snow-fed streams of the High Sierras, and brought a water supply that has been sufficient, not only for irrigation of San Fernando Valley lands, but for the needs of a large part of Los Angeles.

More than 90,000 acres in San Fernando Valley are now provided with aqueduct water through a vast network of steel mains, laid by the municipally owned Bureau of Water Works and Supply. Patchwork water systems and an inadequate water supply—the bane of many sections in Southern California—are unknown and will have no place in this new and better half of Los Angeles.

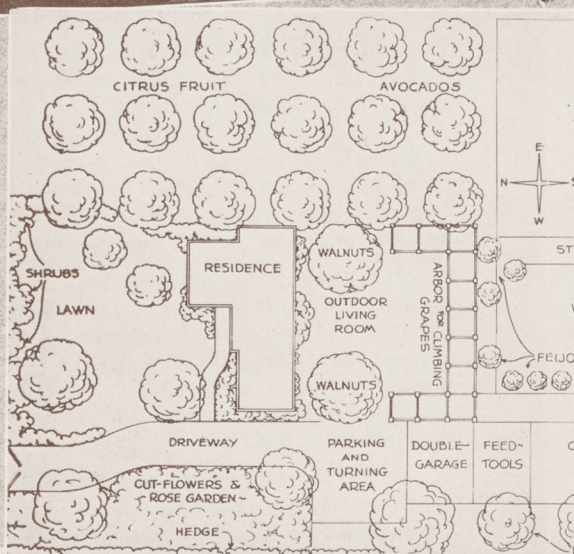
The small farm owner in San Fernando Valley pays only 4 cents per 100 cubic feet for the water he uses on his land (above the small minimum charge made for domestic uses). This water is always available under high pressure. Water is available on larger agricultural units for 1.5 cents per 100 cubic feet.

Rates for electricity and power, furnished by the municipally owned Bureau of Power and Light, are the lowest in California, and only half as much as the rates charged in many eastern cities. Electricity is available for domestic use for a minimum charge of 60 cents per month, at a rate which begins at 4.5 cents per kilowatt hour, and drops to as low as 2 cents per kilowatt hour, depending upon the amount consumed.

While President Roosevelt is trying to work out a program to make cheap power available to many semi-rural areas, through the development of government super-power plants, San Fernando Valley steps to the front and offers the small farm home owner electricity at a lower rate than is available IN ANY OTHER SIMILAR AREA IN THE UNITED STATES.

A cheap and reliable supply of water and electricity is a most important factor in the development of a community of small farm homes—and San Fernando Valley has this supply.

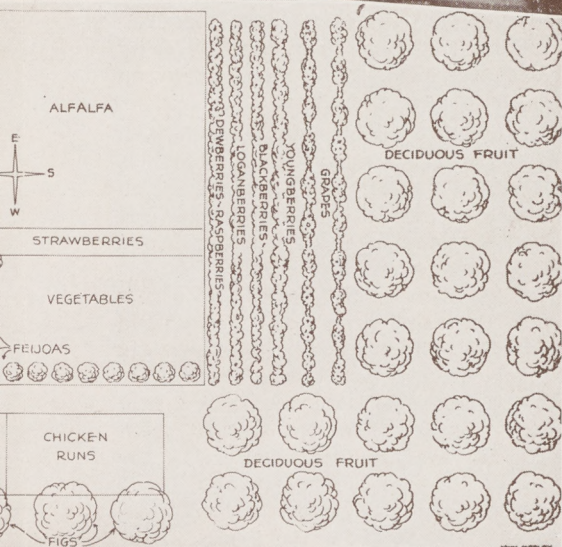
# Unemployment Hardships Do Not Fall He



Garden acre home owners in San Fernando Valley are construction of residences of this character. In the center prepared by small farm home experts of the



# Heavily on Families With Part-Time Farms



They are setting a high standard of living in the center is a carefully planned layout for an acre estate, the Los Angeles Chamber of Commerce.

# San Fernando Valley Ahead in Small Farm Homes

San Fernando Valley is years ahead of the rest of the nation in the development of the small farm home, advocated by President Roosevelt, as an important unemployment relief measure.

The year 'round growing season, the fertility and diversity of soil, the great variety of crops, the convenience to a great metropolitan area, to the University of California at Westwood, and to the beaches will center the attention of the nation on San Fernando Valley, as a proving ground, where the soundness of President Roosevelt's "rural industrial-group" plan may be demonstrated.

Van Nuys, almost in the center of San Fernando Valley, is less than twenty minutes from Hollywood, and an equal distance from the University of California at Westwood. The beaches are an easy 30 minute drive from Van Nuys.

The family seeking a small farm home in San Fernando Valley quickly learns that there is scarcely any limit to the diversity of crops which can be raised here. The family orchard may include citrus fruits, walnuts, figs, plums, peaches, apricots, avocados and many other trees.

Strawberries, blackberries, raspberries and grapes are popular with the small farm home owner. And there are vegetables without number—lettuce, egg plant, carrots, spinach, artichokes, asparagus, tomatoes, beans, squash, sweet potatoes, peas and a host of others, which may be alternated so that fresh garden products are available every month in the year.

No garden-acre home is complete without chickens to supply eggs and meat for the family. Rabbits and pigeons are other popular sidelines. And an increasing number of small farm home owners keep a goat, to supply milk for the family.

With chickens, rabbits or a goat, an alfalfa patch becomes an economical and necessary adjunct to the small farm property.

With its appeal to families of culture and refinement, the small farm movement has been the means of bringing to San Fernando Valley, residents who will contribute to the high plane of life in this section. Los Angeles city elementary and high schools, fine churches, and libraries are located in in various Valley communities.

The world-famed Hollywood Bowl, the Pilgrimage Play, and the most exclusive private schools in the country are located just over the hills in Hollywood and Beverly Hills, a few minutes drive from the floor of the San Fernando Valley.



# Small Farm Life Like This Is Ideal for Children



# The Whitsett Group Plan

Any discussion of the small farm home movement in San Fernando Valley would be incomplete without mention of the Whitsett Group Plan, sponsored by W. P. Whitsett, who has been a leader in the "part time" farm plan, or the "rural industrial group" idea, as it is now called in President Roosevelt's recovery program.

The Whitsett Group Plan, in its operations during the last several years, has already saved small farm home owners thousands of dollars. The plan, worked out along sound business principles, may be outlined briefly as follows:

1. It is much more economical to build homes in groups of five than to erect only one house at a time. Combined buying power lowers cost of materials. Capable building crews can systemize their work. Subcontractors, whose reliability has been proved, can give lower bids on five jobs at one time. They can do five jobs at one time for less money, without impairing their own returns.

2. The prospective home owner gets all of the advantages under the Whitsett Group Plan. The work is done under the supervision of a competent building superintendent.

3. All costs are known in advance. It is not necessary to guess on house costs. Prospective small farm home owners may see these groups of homes completed and under construction, and inspect the substantial way in which they are built.

The purposes of the Whitsett Group Plan are three fold:

- (1) To stimulate building activity and furnish employment to building tradesmen.

- (2) To save prospective home owners thousands of dollars by giving them more for their money than they would receive otherwise.

- (3) To give an opportunity for the Provident Building-Loan Association, now affiliated with the Federal Home Loan Bank System, to make sound, conservative loans on homes where all of the costs are known and where the substantial quality of construction gives added security to such loans.

The Whitsett Group Plan is in step with the national program for better housing, and for a sound back-to-the-land movement, unhampered by speculation and exploitation.

The plan has been developed so that it can be adapted to any community. Further information is available concerning it from the sponsor of the plan.



# Small Farm Aid From The Home Loan Bank

Injection of new money into the nation's credit structure has given new impetus to business and industry.

The Federal Home Loan Bank System and other governmental agencies are at work easing the credit situation and making money more available for home building and financing.

Possibility of getting immediate local relief from measures taken by the federal government may seem far off and remote to us, when we read of the action being taken in Washington. But the new money is steadily finding its way into local channels.

Money recently made available by the Federal Home Loan Bank System through the Provident Building-Loan Association is an example of the direct benefits, fast coming into local channels as a result of the national recovery program.

This new money is making small farm homes more easily available for families who are turning to the land in order to raise their standard of living and stretch their available incomes.

While the direct benefits, in the creation of jobs for tradesmen and a market for building material, may seem great, the indirect stimulus to trade, to realty values and to the confidence of the people in home ownership and in the future of their communities will be far greater.

While the Whitsett Group Plan has been in operation for several years, the expansion of the activities of the Federal Home Loan Bank System has given this plan new life and vigor.

The start of a far reaching small farm home movement is at hand in San Fernando Valley. And with it will come new industries and new business opportunities.

The success of the Whitsett Group Plan during the last several years has blazed the trail which others, in the field of small farm home development, are following.

# Good Living Possible on Acre Poultry Ranch

Success of industrious poultry ranchers in San Fernando Valley through the depression years has proved that families CAN make a good living and be absolutely independent on one acre of land, if they devote themselves to the business of producing eggs.

There are many poultry ranchers who have been in the egg production business in the Valley for the last 10 or 15 years, and who have increased their flocks, their real estate holdings and accumulated substantial savings from the profits they have made.

"During the last two depression years, my hens have netted a clear profit annually of 75 cents to \$1 each, and in good times yielded as much as \$2 per year each clear profit," says one of the most successful poultrymen in the Valley. (His name, and the names of other successful poultrymen in the Valley will be furnished upon request.)

An active, industrious family can maintain a maximum of 3000 hens on one acre, with sufficient space for a family garden, green stuff and a few fruit trees. In times like the present, and with proper supervision, guidance, and sincere application to their task, poultry ranchers have made an income of \$2000 to \$3000 annually on a flock of 3000 hens.

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## You May Write for More Information

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Van Nuys Chamber of Commerce,  
Van Nuys, California

Gentlemen:

I would like to receive information about specific small farm homes in San Fernando Valley.

☐

Tell me more about the Whitsett Group Plan of building and financing homes, in line with the national recovery program.

☐

Give me more information about the poultry raising industry in San Fernando Valley.

☐

Name .....

Address .....

City or Town .....

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